



# The Era of Uncertainty: Global Investment Strategies for Inflation, Deflation, and the Middle Ground

*Francois Trahan, Katherine Krantz*

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Macroeconomic Investment Strategies for an Era of Economic Uncertainty "Over the years, Francois' insightful analyses of the business cycle has led to market calls that have both benefitted investors on the upside and (more important to many) protected them from losses on the downside. Francois' incredible track record in successfully interpreting the trends that can be found in leading indicators and other macroeconomic data have also led to his well deserved reputation as an expert in sector rotation - providing investors on both the long and short side of the market opportunities to profit from his ideas. In my opinion, his most important and influential macro prediction to date was his call in the middle of the last decade when he predicted that the worst housing crisis in American history would soon be upon us, and that it would have far-ranging implications for both the global economy and world financial markets." From the foreword by Robert Doll , Vice Chairman & CIO of Global Equities, Blackrock Advisors, LLC "Francois Trahan is an insightful observer and student of market forces. His research has identified key drivers of stock market performance over decades in various cycles of inflation, credit growth, and economic developments. In his new book, Francois tries to sort out and explain for market participants the dynamics that brought us to this point and what he sees as the future path of economic and market developments. It is an essential read for anyone participating in or interested in the stock market." Robert Soros , Chairman, Soros Fund Management " The Era of Uncertainty is terrific. It challenges conventional Wall Street wisdom, gives investors the necessary tools to successfully navigate the new world order and has policy prescriptions to get the U.S. economy on the right track." Consuelo Mack , Anchor & Managing Editor, Consuelo Mack WealthTrack "Valuation is not everything. An important lesson from the global financial crisis is that macro matters. In The Era of Uncertainty , Francois Trahan and Katharine Krantz show how macroeconomic analysis can be incorporated into the investment process and provide a road map for investing in the difficult times ahead." Edward Chancellor , Author of Devil Take the Hindmost: A History of Financial Speculation and member of GMO's Asset Allocation team "Francois consistently sets a high bar for strategist and thought leaders in the markets, and I can safely say he's done it yet again with this book. Always insightful, and willing to challenge the 'stale' thinking of the establishment on The Street, Francois' thoughts and analysis are appropriate for anyone who cares not only about markets, but the future of our world." Jeff deGraaf , Chairman, Renaissance Macro Research, LLC With macro forces governing the post-credit crisis world, and most likely to remain dominant for some time to come, the power of the business cycle is once again in the spotlight. In this type of environment, stock picking will have far less impact on portfolio returns than getting the "big picture" right. And using the last twenty years as a playbook will prove costly to investors. The Era of Uncertainty provides a new way of thinking about investing in a dynamic, macro-driven world. In it, Francois Trahan and Katherine Krantz discuss the importance of macroeconomic perspectives in an unstable global economy. They go on to cover three possible future scenarios: inflation, deflation, or the middle ground. With each scenario the authors discuss the likely causes and consequences as well as the best strategies for investing profitably. Draws on the experiences of prior credit-driven deleveraging cycles to develop a dynamic framework for investing in an era of economic uncertainty Contains insights on the future of the financial industry Provides fascinating anecdotes from Trahan's time at Bear Stearns prior to its collapse and sale Includes interactive digital tool for users to determine investment strategies based on personal predictions If you intend on succeeding in today's economic environment you can't follow yesterday's investment strategies. The Era of Uncertainty reveals what it will take to make it in such a

different market and how you can incorporate new strategies into your everyday investment endeavors. The book comes with an interactive digital tool allowing users to make their own predictions about the economic future and receive asset allocation and sector allocation advice.

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